

1 of 3

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	W-F,M	5A-6A	GOOD MORNING CINCINNATI (SIMULCAST	:30	\$5.00	09/12-09/17	2	1	2	\$10.00	
		V3 Days Changed, Effective Dates Changed										
	*2	W-F,M	6A-7A	GOOD MORNING CINCINNATI (NOT SIMUL	:30	\$10.00	09/12-09/17	2	1	2	\$20.00	
		V3 Days Changed, Effective Dates Changed										
	*3	W-F,M	7A-8A	GOOD MORNING CINCINNATI (NOT SIMUL	:30	\$20.00	09/12-09/17	2	1	2	\$40.00	
		V3 Days Changed, Effective Dates Changed										
	*4	W-F,M	8A-9A	LITTLE HOUSE ON THE PRARIE	:30	\$10.00	09/12-09/17	2	1	2	\$20.00	
		V3 Days Changed, Effective Dates Changed										
	*5	W-F,M	10A-11A	ANDY GRIFFITH/ANDY GRIFFITH	:30	\$15.00	09/12-09/17	2	1	2	\$30.00	
		V3 Days Changed, Effective Dates Changed										
	*6	W-F,M	11A-12P	BILL CUNNINGHAM SHOW	:30	\$20.00	09/12-09/17	2	1	2	\$40.00	
		V3 Days Changed, Effective Dates Changed										
	*7	W-F,M	12P-1230P	LOCAL 12 NEWS AT NOON	:30	\$15.00	09/12-09/17	2	1	2	\$30.00	
		V3 Days Changed, Effective Dates Changed										
	*8	W-F,M	1P-130P	AMERICA'S FUNNIEST VIDEOS	:30	\$20.00	09/12-09/17	2	1	2	\$40.00	
		V3 Days Changed, Effective Dates Changed										

Rep Order# 9793442 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 50084

Printed: 08/29/2012 9:57 AM
Last Received: 08/28/2012 10:22 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

Station EKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/12/2012 - 09/17/2012
Hiatus Weeks

Rep Firm
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*9	W-F,M	130P-2P	AMERICA'S FUNNIEST VIDEOS V3 Days Changed, Effective Dates Changed	:30	\$20.00	09/12-09/17	2	1	2	\$40.00	
	*10	W-F,M	2P-3P	LAW & ORDER: CI V3 Days Changed, Effective Dates Changed	:30	\$20.00	09/12-09/17	1	1	1	\$20.00	
	*14	W-F,M	4P-5P	THE DOCTORS V3 Days Changed, Effective Dates Changed	:30	\$30.00	09/12-09/17	2	1	2	\$60.00	
	*15	W-F,M	5P-6P	FAMILY FEUD / FAMILY FEUD V3 Days Changed, Effective Dates Changed	:30	\$35.00	09/12-09/17	2	1	2	\$70.00	
	*16	W-F,M	6P-630P	FAMILY GUY V3 Days Changed, Effective Dates Changed	:30	\$40.00	09/12-09/17	2	1	2	\$80.00	
	*17	W-F,M	7P-730P	TWO & A HALF MEN V3 Days Changed, Effective Dates Changed	:30	\$70.00	09/12-09/17	2	1	2	\$140.00	
	*19	W-F,M	10P-1035P	LOCAL NEWS AT 10P V3 Days Changed, Effective Dates Changed	:30	\$25.00	09/12-09/17	2	1	2	\$50.00	
	*20	W-F,M	1035P-1105P	SEINFELD V3 Days Changed, Effective Dates Changed	:30	\$25.00	09/12-09/17	2	1	2	\$50.00	
	*21	W-F,M	1105P-1135P	TWO AND A HALF MEN V3 Days Changed, Effective Dates Changed	:30	\$30.00	09/12-09/17	2	1	2	\$60.00	
	*22	W-F,M	1135P-1205A	HOW I MET YOUR MOTHER V3 Days Changed, Effective Dates Changed	:30	\$30.00	09/12-09/17	2	1	2	\$60.00	

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Product OBAMA 4 AMERICA *A
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---REPORT TOTALS---

Report Totals: 35 / \$860.00

---SALES MONTHLY TOTALS---

Sep 12: 42 / \$1,015.00

Sales Totals: 42 / \$1,015.00

Station Totals: 42 / \$1,015.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$101,500	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	26%
		WKRC	26%	WLWT	35%	WSTR	2%	WXIX	10%		

Books null
Demos RA35+

Spot Manager: All, 09/12/12-09/17/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: EKRC-TV												
Order: 50082												
Line: 1												
09/12/12	Wednesday	5:57:46 AM	:30	\$5.00		5a Good Morn Cincinna	5a-6a	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH
09/17/12	Monday		:30	\$5.00		5a Good Morn Cincinna	5a-6a	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH
											2	
Line: 2												
09/14/12	Friday	5:59:25 AM	:30	\$10.00		6a Good Morn Cincinna	6a-7a	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH
09/17/12	Monday		:30	\$10.00		6a Good Morn Cincinna	6a-7a	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH
											2	
Line: 3												
09/14/12	Friday		:30	\$20.00		7a Good Morn Cincinna	7a-8a	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH
09/17/12	Monday		:30	\$20.00		7a Good Morn Cincinna	7a-8a	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH
											2	
Line: 4												
09/14/12	Friday	5:58:56 AM	:30	\$10.00		M-F 8a-9a	8a-9a	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH
09/17/12	Monday		:30	\$10.00		M-F 8a-9a	8a-9a	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH
											2	
Line: 5												
09/12/12	Wednesday	1:28:51 AM	:30	\$15.00		M-F 10a-11a	10a-11a	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH
09/17/12	Monday	1:01:35 AM	:30	\$15.00		M-F 10a-11a	10a-11a	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH
											2	
Line: 6												
09/13/12	Thursday	1:29:26 AM	:30	\$20.00		M-F 11a-12p	11a-12p	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH
09/17/12	Monday		:30	\$20.00		M-F 11a-12p	11a-12p	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH
											2	
Line: 7												
09/12/12	Wednesday	12:08:52 PM	:30	\$15.00		M-F 12p-1230p	12p-1230p	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH
09/13/12	Thursday		:30	\$15.00		M-F 12p-1230p	12p-1230p	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH
											2	
Line: 8												
09/12/12	Wednesday	1:49:45 PM	:30	\$20.00		M-F 1p-2p	1p-2p	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH
09/17/12	Monday	1:30:44 PM	:30	\$20.00		M-F 1p-2p	1p-2p	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH
											2	
Line: 9												
09/13/12	Thursday		:30	\$20.00		M-F 1p-2p	1p-2p	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH
09/17/12	Monday	1:50:10 PM	:30	\$20.00		M-F 1p-2p	1p-2p	OBAMA 4 AMERICA *A	1536 *A	P-4	2	MWASH
											2	
Line: 10												
09/17/12	Monday	2:19:48 PM	:30	\$20.00		M-F 2p-3p	2p-3p	OBAMA 4 AMERICA *A	1536 *A	P-4	1	MWASH
											1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/12/12-09/17/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: EKRC-TV												
Order: 50082												
Line: 11												
09/15/12	Saturday		:30	\$10.00		Sa 12p-6p	(3:00:00 PM-4:00:00 PM)	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH
											1	
Line: 12												
09/16/12	Sunday	12:50:30 PM	:30	\$10.00		Su 12p-7p	(12:00:00 PM-1:00:00 PM)	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH
											1	
Line: 13												
09/16/12	Sunday	2:38:06 PM	:30	\$10.00		Su 12p-7p	(2:00:00 PM-3:00:00 PM)	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH
											1	
Line: 14												
09/14/12	Friday	4:24:00 PM	:30	\$30.00		M-F 4p-5p	4p-5p	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH
09/17/12	Monday	4:08:05 PM	:30	\$30.00		M-F 4p-5p	4p-5p	OBAMA 4 AMERICA *A 1536 *A	P-4		2	MWASH
											2	
Line: 15												
09/12/12	Wednesday		:30	\$35.00		M-F 5p-6p	5p-6p	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH
09/13/12	Thursday	5:47:14 PM	:30	\$35.00		M-F 5p-6p	5p-6p	OBAMA 4 AMERICA *A 1536 *A	P-4		2	MWASH
											2	
Line: 16												
09/12/12	Wednesday	6:12:56 PM	:30	\$40.00		M-F 6p-630p	6p-630p	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH
09/17/12	Monday	6:22:17 PM	:30	\$40.00		M-F 6p-630p	6p-630p	OBAMA 4 AMERICA *A 1536 *A	P-4		2	MWASH
											2	
Line: 17												
09/14/12	Friday		:30	\$70.00		M-F 7p-730p	7p-730p	OBAMA 4 AMERICA *A 1536 *A	P-4		2	MWASH
09/17/12	Monday	7:29:26 PM	:30	\$70.00		M-F 7p-730p	7p-730p	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH
											2	
Line: 18												
09/15/12	Saturday	7:28:26 PM	:30	\$70.00		Sa 7p-730p	7p-730p	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH
											1	
Line: 19												
09/12/12	Wednesday	10:33:36 PM	:30	\$25.00		M-Su 10p Local 12 New 10p-1035p		OBAMA 4 AMERICA *A 1536 *A	P-4		2	MWASH
09/16/12	Sunday	10:07:56 PM	:30	\$25.00		M-Su 10p Local 12 New 10p-1035p		OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH
											2	
Line: 20												
09/13/12	Thursday	11:03:56 PM	:30	\$25.00		M-F 1035p-1105p	1035p-1105p	OBAMA 4 AMERICA *A 1536 *A	P-4		2	MWASH
09/17/12	Monday	11:48:36 PM	:30	\$25.00		M-F 1035p-1105p	1035p-1105p	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH
											2	
Line: 21												
09/13/12	Thursday		:30	\$30.00		M-F 1105p-1135p	1105p-1135p	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH
09/17/12	Monday	11:17:54 PM	:30	\$30.00		M-F 1105p-1135p	1105p-1135p	OBAMA 4 AMERICA *A 1536 *A	P-4		2	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/12/12-09/17/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: EKRC-TV

Order: 50082

Line: 21

				\$60.00							2	
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Line: 22

09/13/12	Thursday		:30	\$30.00		M-F 1135p-1205a	1135p-1205a	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH
09/17/12	Monday	5:57:16 PM	:30	\$30.00		M-F 1135p-1205a	1135p-1205a	OBAMA 4 AMERICA *A 1536 *A	P-4		2	MWASH

				\$60.00							2	
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Line: 23

09/15/12	Saturday	1:56:44 PM	:30	\$15.00		Sa 1035p-1105p	1035p-1105p	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH
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				\$15.00							1	
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Line: 24

09/15/12	Saturday	1:17:42 PM	:30	\$15.00		Sa 1105-1135p	1105p-1135p	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH
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				\$15.00							1	
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Line: 25

09/15/12	Saturday	1:47:36 PM	:30	\$25.00		Sa 1135p-1205a	1135p-1205a	OBAMA 4 AMERICA *A 1536 *A	P-4		1	MWASH
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				\$25.00							1	
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				\$1,015.00							42	
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				\$1,015.00							42	
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				\$1,015.00							42	
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				\$1,015.00							42	
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				\$1,015.00							42	
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[Filtered by:] [Sorted by: Station]